



# RETIAL SALES ANALYSIS

STUDENT NAME: R.SANTHOSHINI  
REGISTER NO: 422200041  
DEPARTMENT: 3<sup>rd</sup> B.COM(ISM)  
COLLEGE: S.I.V.E.T College

# PROJECT TITLE



## RETAIL SALES ANALYSIS



# AGENDA

1. Problem Statement
2. Project Overview
3. End Users
4. Our Solution and Proposition
5. Dataset Description
6. Modelling Approach
7. Results and Discussion
8. Conclusion



# PROBLEM STATEMENT

## STEPS TO DEVELOP A RETAIL SALES PROBLEM STATEMENT

- Identify the core problem
- Understand the impact
- Specify the scope
- Set the context
- Outline desired outcomes



# PROJECT OVERVIEW

- .Retail sales refers to the transaction where goods or services are sold directly to consumers for personal use,as opposed to being sold for resale or business use.retail can be conducted through various channels, including physical stores,online platform,and mobile apps.



# WHO ARE THE END USERS?

- Individual consumers
- Business consumers
- Institutional consumers
- Characteristics and preferences
- Engagement and interaction
- Trends influencing end user

# OUR SOLUTION AND ITS VALUE PROPOSITION



A retail sales value proposition is a clear statement that explains how a retailer's products or services solve customer problems or improve their situation, delivering specific benefits and differentiating the retailer from competitors. A strong value proposition helps attract and retain customers, drives sales, and fosters brand loyalty



# Dataset Description

## 1. DATASET ANALYTICS

A Retail sales dataset capture information about transaction made in a Retail environment. This data can be used for analysing sales performance, customer behaviour, inventory management and marketing effectiveness.

## 2. KEY ATTRIBUTES AND METRICS

- Transaction information
- Product details
- Customer information
- Sales and revenue metrics
- Inventory details
- Promotional and marketing data

## 3. USES OF THE DATASET

- Sales analysis
- Customer insight
- Inventory management
- Accuracy
- Timeliness



# THE "WOW" IN OUR SOLUTION

- Retail sales solutions refer to strategies, technologies, and services that help retailers optimize their sales processes, enhance customer experience, and improve operational efficiency.



# MODELLING

Retail sales modeling involves using statistical and analytical techniques to predict future sales performance and understand patterns in consumer behavior. The process typically includes the following steps:

- Data Collection
- Data Preparation
- Feature Selection
- Model Selection
- Model Training

Effective retail sales modeling helps businesses optimize operations, enhance decision-making, and improve overall profitability.

# RESULTS



# conclusion

In conclusion, retail sales are a vital indicator of economic health, reflecting consumer confidence and spending patterns. Analyzing retail sales data helps businesses and policymakers make informed decisions regarding inventory management, pricing strategies, and economic policies. Trends in retail sales can reveal shifts in consumer preferences, emerging market opportunities, and potential economic challenges, making it a crucial component of economic analysis and strategic planning.